

Subject: Re: Signage
From: John Walker <john@thescbd.com>
Date: 05/16/2018 03:41 PM
To: Ricardo Valverde <sgpricardo@gmail.com>
BCC: Sam Martello <greenpawman@gmail.com>

Hello Ricardo - -

I have been very busy and we (the City) just concluded the biggest budget in our history!!!!

Now that I SEE what is being planned, and because it appears on the entire side of the property, which is visible from Ventura Blvd., it might be prudent to get the approval of the Planning Review Board (PRB). Murals are considered signage (any image) beyond what is allowed must be approved but, what is being planned is not directly on Ventura Blvd., so it becomes cloudy.

I will submit this directly to the President of the PRB and as soon as she replies, I will forward the info.

John Walker
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On May 16, 2018, at 3:17 PM, Ricardo Valverde <sgpricardo@gmail.com> wrote:

Hi John!

Hope you're doing well I haven't seen you in a while! Thank you for giving us the information. I'm attaching the designs of what we want to do on the exterior of the building. We plan on painting the images (the grass, logo, etc.) so technically it's more of a mural than signage? Do we need to get a permit to have this done?

I read section 8 about signage so not even sure if this would be considered a
<IMG_4587.jpg>
<IMG_4436.jpg>
sign.

Thanks again John!

On Wed, May 16, 2018 at 2:53 PM Sam Martello
<greenpawman@gmail.com> wrote:

----- Forwarded message -----

From: Sam Martello <greenpawman@gmail.com>
Date: Wed, May 16, 2018 at 2:53 PM
Subject: Re: Signage
To: John Walker <john@thescbd.com>

Will do, thanks!

On Wed, May 16, 2018 at 2:52 PM John Walker <john@thescbd.com>
wrote:

Hi Sam -

I received a question about signage going into your business - so I am sending you a link to tell you what is allowed according to our plan so that there is no issue down the road.

Since I do not know what your intending, click on the link below, go to Section 8 and take a look. If you have questions after, please feel free to give me a call.

[Ventura/Cahuenga Boulevard Corridor Specific Plan - Los Angeles ...](#)

John Walker

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[<LogoProposalMarch Signature.jpg>](LogoProposalMarch Signature.jpg)
[<Facebook Icon.png>](Facebook Icon.png) [<Instagram Icon.png>](Instagram Icon.png) [<Twitter Icon.png>](Twitter Icon.png)

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Ricardo Valverde Operations Manager Sam's Green Paw 11450 Ventura Blvd.
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